

Applicant: Allen R. DeCotiis, Martha M. Rea
Serial No.: 09/815,545
Title: A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR
GENERATING A MODEL TO ANALYZE A PROPENSITY OF AN
INDIVIDUAL TO HAVE A PARTICULAR ATTITUDE, BEHAVIOR,
OR DEMOGRAPHIC
Confirmation No.: 6466
Filed: March 22, 2001
Examiner: Calvin L. Hewitt II GROUP ART UNIT 3621
Attorney File No.: 44000/04226

PRELIMINARY AMENDMENT

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2. (original) The method as recited in claim 1, and further comprising the step of sorting the individuals based on the score.
 3. (original) The method as recited in claim 1, wherein the individuals are grouped into households, and an identity of a head individual of the household is maintained as confidential.
 4. (original) The method as recited in claim 1, wherein the first information includes information extracted from a list.
 5. (original) The method as recited in claim 1, wherein the second information includes information on a purchase intent for a particular product.
 6. (original) The method as recited in claim 1, wherein the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.

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7. (original) The method as recited in claim 1, and further comprising the step of generating an equation base on the first information and the second information, and the model, wherein the equation is used to calculate the score.
8. (currently amended) A computer program product embodied in a computer readable medium for providing a model indicating a propensity of an individual to have a particular attitude, behavior or demographic, comprising:
- (a) computer code for identifying a plurality of individuals;
 - (b) computer code for retrieving first information on each of the individuals;
 - (c) computer code for conducting a survey to collect second information from each of the individuals;
 - (d) computer code for creating a model which defines a relationship between the first and second information; and
 - (e) computer code for calculating a score for each individual based on the first information, the second information and the model, wherein the score indicates a propensity of the individual to have a particular attitude, behavior or demographic.

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9. (original) The computer program product recited in claim 8, and further comprising computer code for sorting the individuals based on the score.
 10. (original) The computer program product as recited in claim 8, wherein the individuals are grouped into households, and an identity of a head individual of the household is maintained confidential.
 11. (original) The computer program product as recited in claim 8, wherein the first information includes information extracted from a list.
 12. (original) The computer program product as recited in claim 8, wherein the second information includes information on a purchase intent for a particular product.
 13. (original) The computer program product as recited in claim 8, wherein the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.

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14. (original) The computer program product as recited in claim 8, and further comprising computer code for generating an equation base on the first information and the second information, and the model, wherein the equation is used to calculate the score.
15. (currently amended) A system for providing a model indicating a propensity of an individual to have a particular attitude, behavior or demographic, comprising at least one processing unit for implementing:
- (a) logic for identifying a plurality of individuals;
 - (b) logic for retrieving first information on each of the individuals;
 - (c) logic for conducting a survey to collect second information from each of the individuals;
 - (d) logic for creating a model which defines a relationship between the first and second information; and
 - (e) logic for calculating a score for each individual based on the first information, the second information and the model, wherein the score indicates a propensity of the individual to have a particular attitude, behavior or demographic.

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16. (original) The system as recited in claim 15, and further comprising logic for sorting the individuals based on the score.
17. (original) The system as recited in claim 15, wherein the individuals are grouped into households, and an identity of a head individual of the household is maintained confidential.
18. (original) The system as recited in claim 15, wherein the first information includes information extracted from a list.
19. (original) The system as recited in claim 15, wherein the second information includes information on a purchase intent for a particular product.
20. (original) The system as recited in claim 15, wherein the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.